

MODULE NAME:	MODULE CODE:
HUMAN COMPUTER INTERACTION	HCIN6222/p/w

STUDENT NAME:
STUDENT NUMBER:

PART 1 RUBRIC – SKELETON OUTLINE					
Criteria	LEVELS OF ACHIEVEMENT				Feedback
	EXCELLENT	GOOD	DEVELOPING	POOR	
	Score Ranges Per Level (1/2 marks possible)				
GENERAL:	8-10	7-6	5	0-4	Full marks expected outcome: Clear, professional academic writing with proper grammar, accurate referencing (Harvard/APA, as required), and careful editing. * To achieve full marks, the report should show polished academic writing with no grammar or spelling issues. * Referencing must be complete and consistent throughout (in-text and reference list). * Editing should eliminate repetition or vague phrasing. * If marks were lost: your sentences may have been confusing, spelling/grammar errors appeared, references were missing/inconsistent, or you didn't edit carefully.
Language usage, referencing, and editing of the document	Language usage, referencing, and editing of the document are excellent.	Language usage, referencing, and editing of the document are good.	Language usage, referencing, and editing of the document are satisfactory.	Language usage, referencing, and document editing are poor or completely unsatisfactory.	
Description of website functionality	16-20	10-15	6-9	0-5	Full marks expected outcome: A clear, detailed explanation of what the website does, its purpose, and exactly how it helps peers (academic, personal or social). * Excellent descriptions include specific functionality (features, processes, tasks supported). * To get full marks, explain who the site helps and how. * If marks were lost: the description may have been too short, too general, vague, or not linked to student needs. The purpose and scope may have been too broad.
	An excellent description that clearly describes the website's functionality is included.	A good description that adequately describes the website's functionality is included.	A description that is slightly vague in describing the functionality that the website will offer is included.	A very unclear description of the functionality offered by the website, or the description is missing.	

<b>Usability goals</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Clear explanation of how usability goals (effectiveness, efficiency, learnability, memorability, error prevention, satisfaction) are applied.</p> <p>* To get full marks, your design choices should show how the site will be easy to use — simple navigation, easy to learn, efficient, prevents mistakes, and makes users happy.</p> <p>* If marks were lost: you may have only listed goals without linking them to your design, or you gave general answers without examples from your site.</p>
	An excellent description of how usability goals will be implemented in the website's design is included.	A good description of how usability goals will be implemented in the website's design is included.	Some details regarding how usability goals will be implemented in the website's design are included.	The description regarding how usability goals will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Desirable aspects of user experience</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Explanation of how positive emotions, aesthetics, and engagement will be built into the site.</p> <p>* To get full marks, show how the site will be enjoyable — visually appealing, engaging, and satisfying to use.</p> <p>* If marks were lost: you may have described only functions, but not how the design creates a positive user experience.</p>
	An excellent description of how desirable aspects of user experience will be implemented in the website's design is included.	A good description of how desirable aspects of user experience will be implemented in the website's design is included.	Some details regarding how desirable aspects of user experience will be implemented in the website's design are included.	The description regarding how desirable aspects of user experience will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Design principles</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Application of recognised design principles (consistency, visibility, feedback, constraints, affordances, alignment, proximity, contrast, etc.).</p> <p>* To get full marks, apply these principles directly to your design with examples.</p> <p>* If marks were lost: you may have only listed principles without showing how they fit your website, or you missed key principles.</p>
	An excellent description of how design principles will be implemented in the website's design is included.	A good description of how design principles will be implemented in the website's design is included.	Some details of how design principles will be implemented in the website's design are included.	The description regarding how design principles will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Interaction types</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Explanation of different interaction types (instructing, conversing, manipulating, exploring) and how they apply.</p> <p>* To get full marks, explain how users will interact — e.g., clicking (instructing), chatting (conversing), dragging (manipulating), exploring.</p> <p>* If marks were lost: the explanation may have been too brief, missed interaction types, or not linked to your site's functionality.</p>
	An excellent description of how interaction types will be implemented in the website's design is included.	A good description of how interaction types will be implemented in the website's design is included.	Some details regarding how interaction types will be implemented in the website's design are included.	The description of how interaction types will be implemented in the website's design is not included or is unsatisfactory.	

<b>Social Interactions</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Explanation of how the site supports social interaction (sharing, collaboration, community engagement).</p> <p>* To get full marks, show how the site lets people connect or work together — e.g., discussion boards, sharing tools, commenting, collaboration.</p> <p>* If marks were lost: your explanation may have been vague, only about features, or missed opportunities to explain how people actually interact.</p>
	An excellent description of how social interactions will be implemented in the website's design is included.	A good description of how social interactions will be implemented in the website's design is included.	Some details of how social interactions will be implemented in the website's design are included.	The description regarding how social interactions will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Emotional interaction</b>	<b>9-10</b>	<b>6-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Explanation of how the design evokes positive emotions and reduces negative ones (trust, motivation, enjoyment).</p> <p>* To get full marks, explain how your design makes people feel safe, motivated, happy, and confident.</p> <p>* If marks were lost: you may have focused only on functionality and not included emotional or trust aspects.</p>
	An excellent description of how emotional interactions will be implemented in the website's design is included.	A good description of how emotional interactions will be implemented in the website's design is included.	Some details regarding how emotional interactions will be implemented in the website's design are included.	The description regarding how emotional interactions will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Web Content Accessibility and Guidelines (WCAG) 2.0</b>	<b>9-10</b>	<b>7-8</b>	<b>4-5</b>	<b>0-3</b>	<p>Full marks expected outcome: Demonstrates how WCAG principles (perceivable, operable, understandable, robust) are applied.</p> <p>* To get full marks, apply accessibility rules — alt text for images, readable fonts, high colour contrast, captions for videos, and keyboard usability.</p> <p>* If marks were lost: you may have only mentioned accessibility without examples, ignored key WCAG principles, or been too general.</p>
	An excellent description of how WCAG will be implemented in the website's design is included.	A good description of how WCAG will be implemented in the website's design is included.	Some details regarding how WCAG will be implemented in the website's design are included.	The description regarding how WCAG will be implemented in the website's design is not included or is completely unsatisfactory.	
<b>Part 1 TOTAL</b>					<b>90/100</b>